

Board of
Directors

★★★★

Steve Ullman,
President
Grant Parking, Inc.

William Hertz,
Vice President
Mann Theatres

Raubi Sundher,
Secretary
*Hollywood Wax
Museum*

Jim Waldvogel,
Treasurer
*Holiday Inn
Hollywood*

Melvin Choo
*Hollywood Roosevelt
Hotel*

J. mavandi
*Hollywood
Entertainment Plaza*

John Given
*Metropolitan
Transportation
Authority*

George Meyer
*Hollywood Galaxy/
Prentiss Properties*

Sami Shabshab
*Mar-Gulf
Management*

Sandra Reed
KB Hollywood

Massoud
Yashouafar
Supreme Real Estate

★★★★

Executive
Director
Kerry
Harrington
ison

April 23, 1997


Hollywood Entertainment District
7083 Hollywood Blvd., Suite 304
Hollywood, CA 90028
phone 213 463 6767 fax 213 463 1839

TO: Mike Vitkiewicz, Manager
Office of the City Clerk
Special Assessment Unit

FROM: Kerry Morrison 
Executive Director
Hollywood Entertainment District

SUBJECT: First Quarter Report - January 1, 1997 through
March 31, 1997

As is required in our Agreement with the city of Los Angeles, I am submitting our First Quarter Report to summarize key activities of the new Hollywood Entertainment District. During the first quarter of 1997, the Hollywood Entertainment District has focused on organizational and administrative issues, and laying the framework for a clean and safe program. What follows are highlights of Q1 activities:

I. Organizational Issues

- Tax-exempt status application: Working with the law firm of Gibson, Dunn and Crutcher, the organization finalized its bylaws and completed the application for 501(c)6 status as a tax-exempt organization.
- Elections were held to replace three vacated seats on the Board of Directors.

II. Security

- Requests for Proposals (RFP's) were sent to 10 private security vendors. Ten proposals were received and evaluated. Three companies were invited in for oral presentation and interview by a committee comprised of members of the BID Board, the Hollywood Division of the LAPD and the MTA. One vendor was selected: Burke Executive Security and Investigations (Burke ESI).
- Contract negotiations commenced with Burke ESI in preparation for a security team launch date of April 11, 1997. Pro bono legal assistance was provided to the HED during the

contract negotiation process by an associate at the law firm of Paul, Hastings and Janofsky.

- Two meetings were held with merchants, property owners and property managers to introduce them to the new Security Team. A security survey was conducted to ascertain key crime and safety issues that the Security Team should tackle, as well as best days/hours for deployment.
- Significant coordination has occurred between the LAPD and the Hollywood Entertainment District to prepare for the new Security Team, including: attendance at Hollywood Division Crime Control Committee meetings, review of crime statistics, attendance at Community Police Advisory Board meetings, and additional meetings to discuss strategies for dealing with trespassing on private property, etc.
- A donated Security Headquarters office was established at the Hollywood Galaxy.

III. Cleaning

- RFP's were mailed to five private security vendors. Four proposals were received. A subcommittee of the board met with two finalists for oral presentation and interview. One vendor was selected: the Hollywood Beautification Team. The target date to begin the services is May 1, 1997.

IV. Sign/Sidewalk Ordinance Enforcement

- The Board of Directors has established an objective to remove the "visual clutter" from the District through enforcement of the sign ordinance and laws governing sidewalk vending, etc. Initial planning meetings to accomplish these objectives have been held with the L.A. Department of Building and Safety, the MTA, the Los Angeles Police Department and the City Attorney. A merchant/owner education program will begin in May before any active enforcement begins toward the beginning of summer

V. Communications

- A fax newsletter was established in the first month of operation, and is faxed monthly to property owners,

First Quarter Report
Hollywood Entertainment District

merchants, commercial brokers, and community leaders.

- The Executive Director has contacted every property owner, and initiated face-to-face meetings and property tours with all owners interested in this interface (approximately 30 visits).

VI. Marketing/Events/Promotion

- HED representatives have been interviewed by: the *Wall Street Journal*, *New York Times*, *London Daily Telegraph*, *Alaska Airlines In-flight Magazine*, *The Economist* and the *Hollywood Independent* newspaper over this quarter.
- Conceptual meetings were held between the HED and the Hollywood Chamber of Commerce relative to a New Year's Eve celebration in Hollywood for 12/31/97. Ultimately, a letter recommending that the city of Los Angeles take the lead on organizing such an event was sent to Mayor Richard Riordan and Councilmember Jackie Goldberg.

Thank you for your assistance, Mike, during this initial phase of the new Hollywood Entertainment District. I have appreciated your quick response to all my questions. I look forward to sharing more positive news about our gathering momentum in our second quarter report in July of this year.

cc: HED Board of Directors